

IN THE CLAIMS

Please amend the claims as follows:

Claim 1 (Currently Amended): A content information processing apparatus comprising:

first storage means for storing first content information indicating content that is ~~to be~~ screened for a user at a ~~real place~~ physical location and content supplier information identifying a content supplier that ~~supplies the content for screening~~ screens the content at the ~~real place~~ physical location;

~~viewing information processing means for specifying second content information indicating that the content is distributed to a terminal of the user via a network, the terminal being configured to allow the user to view the content;~~

distributing means for distributing the content to a terminal of the user via a network, the terminal being at a different location than the physical location and configured to allow the user to view the content;

viewing history storage means for storing viewing history information including an indication that the user has viewed the content on the terminal ~~at least the second content information and indicating a history of the user viewing the content on the terminal of the user;~~

~~incentive means for extracting the second content information of the content distributed to the terminal of the user from the viewing history information, specifying that the content supplier is associated with the extracted second content information of the content distributed to the terminal of the user, and~~

calculating means for calculating a payment to the content supplier that supplies the content for screening screens the content at the ~~real place~~ physical location, the payment based on the viewing history information ~~including the second content information and~~

~~indicating the history of the user viewing the content on the terminal of the user and based on the first content information of the content to be screened for the user at the real place; and~~
payment processing means for providing the payment from the user to the content supplier that screens the content at the physical location.

Claim 2 (Canceled).

Claim 3 (Currently Amended): The content information processing apparatus according to Claim 1, further comprising a network interface configured to connect via a communication network to a content distribution terminal for distributing the content to the terminal of the user over the communication network, ~~and the viewing information processing means receives the viewing history information of the content from the terminal of the user.~~

Claim 4 (Currently Amended): The content information processing apparatus according to Claim 1, further comprising:

second storage means for storing identification information regarding the user and user assigned-area information indicating an area associated with the user;

the first storage means further stores supplier assigned-area information indicating an area associated with the content supplier that ~~supplies~~ screens the content ~~for screening~~; and

the ~~incentive~~ calculating means further calculates the payment to the content supplier that ~~supplies~~ screens the content ~~for screening~~ based on the stored user assigned-area information and the stored supplier assigned-area information.

Claim 5 (Currently Amended): The content information processing apparatus according to Claim 1, further comprising:

registration means for accepting registration of a user assigned-area information indicating an area associated with the user; and

second storage means to store for storing the user assigned-area information ~~in the second storage means.~~

Claim 6 (Currently Amended): The content information processing apparatus according to Claim 1, ~~wherein~~ further comprising:

~~the viewing information processing means provides for providing~~ the viewing history information to the content supplier.

Claim 7 (Currently Amended): The content information processing apparatus according to Claim 1, ~~wherein~~ further comprising:

~~with reference to the first storage means, the viewing information processing means provides for providing~~ the terminal of the user with information regarding a plurality of content suppliers registered in association with the content distributed to the terminal of the user and ~~accepts for accepting the content supplier information of the content supplier as a~~ desired content supplier selected from among the plurality of content suppliers by the user; ~~and~~

~~the incentive means gives, as an incentive, the payment to the desired content supplier.~~

Claim 8 (Previously Presented): The content information processing apparatus according to Claim 7, wherein

the first storage means further stores advertising information of each of the plurality of content suppliers, and

when providing the terminal of the user with the information regarding the plurality of content suppliers, the viewing information processing means provides the user with the advertising information of the content suppliers stored in the first storage means.

Claim 9 (Currently Amended): The content information processing apparatus according to Claim 1, further comprising:

user information storage means for storing a relationship of the user to the content supplier,[[; and]]

wherein the ~~incentive~~ calculating means further calculates the payment to the content supplier based on the stored relationship of the user to the content supplier in the user information storage means.

Claim 10 (Currently Amended): The content information processing apparatus according to Claim 1, wherein

the ~~incentive~~ calculating means further calculates the payment based on ~~collects a charge from the user having the terminal that has received the distribution of the content and gives the calculated payment, calculated from the collected charge at a predetermined rate, as an incentive to the content supplier.~~

Claim 11 (Currently Amended): The content information processing apparatus according to Claim 1, wherein

the content includes a video content ~~to be screened at the real place;~~

the content supplier includes an operator of a theater or a video content distributor;
and
the ~~real place~~ physical location includes the theater.

Claim 12 (Currently Amended): A content information processing system
comprising: including

a distribution apparatus for distributing a content to a terminal of a user via a network,
the terminal configured to allow a user to view the content; and

a server for processing information related to the content distributed by the
distribution apparatus, the server comprising:

~~first storage means for storing first content information indicating the content~~
~~that is to be screened for [[a]] the user at a real place~~ the physical location and content
supplier information identifying a content supplier that ~~supplies the content for~~
~~screening~~ screens the content at the ~~real place~~ physical location, the physical location
being at a different location than the terminal;

~~viewing information processing means for specifying second content~~
~~information indicating that the content is distributed from the distribution apparatus to~~
~~the terminal of the user, the terminal being configured to allow the user to view the~~
~~content;~~

viewing history storage means for storing viewing history information
including an indication that the user has viewed the content on the terminal ~~at least the~~
~~second content information and indicating a history of the user viewing the content on~~
~~the terminal of the user;~~

~~incentive means for extracting the second content information of the content~~
~~distributed to the terminal of the user from the viewing history information;~~

~~specifying that the content supplier is associated with the extracted second content information of the content distributed to the terminal of the user, and~~

calculating means for calculating a payment to the content supplier that supplies the content for screening screens the content at the ~~real place~~ physical location, the payment based on the viewing history information ~~including the second content information and indicating the history of the user viewing the content on the terminal of the user and based on the first content information of the content to be screened for the user at the real place; and~~

payment processing means for providing the payment from the user to the content supplier that screens the content at the physical location.

Claim 13 (Currently Amended): A content information processing method executed by a computer, the method comprising:

storing ~~first~~ content information indicating content that is ~~to be~~ screened for a user at a ~~real place~~ physical location and content supplier information identifying a content supplier that ~~supplies the content for screening~~ screens the content at the ~~real place~~ physical location;

~~specifying second content information indicating that the content is distributed to a terminal of the user via a network, the terminal being configured to allow the user to view the content;~~

distributing the content to a terminal of the user via a network, the terminal being at a different location than the physical location and configured to allow the user to view the content;

storing viewing history information including an indication that the user has viewed the content on the terminal ~~at least the second content information and indicating a history of the user viewing the content on the terminal of the user;~~

~~extracting the second content information of the content distributed to the terminal of the user from the viewing history information;~~

~~specifying that the content supplier is associated with the extracted second content information of the content distributed to the terminal of the user; and~~

~~calculating, by the computer, a payment to the content supplier that supplies the content for screening screens the content at the real place physical location, the payment based on the viewing history information including the second content information and indicating the history of the user viewing the content on the terminal of the user and based on the first content information of the content to be screened for the user at the real place; and~~

~~providing, by the computer, the payment from the user to the content supplier that screens the content at the physical location.~~

Claim 14 (Canceled).

Claim 15 (Currently Amended): A computer-readable medium including computer executable instructions, wherein the instructions, when executed by a computer, cause the computer to perform a method comprising:

~~storing first content information indicating content that is to be screened for a user at a real place physical location and content supplier information identifying a content supplier that supplies the content for screening screens the content at the real place physical location;~~

~~specifying second content information indicating that the content is distributed to a terminal of the user via a network, the terminal being configured to allow the user to view the content;~~

distributing the content to a terminal of the user via a network, the terminal being at a different location than the physical location and configured to allow the user to view the content;

storing viewing history information including an indication that the user has viewed the content on the terminal ~~at least the second content information and indicating a history of the user viewing the content on the terminal of the user;~~

~~extracting the second content information of the content distributed to the terminal of the user from the viewing history information;~~

~~specifying that the content supplier is associated with the extracted second content information of the content distributed to the terminal of the user; and~~

calculating a payment to the content supplier that ~~supplies the content for screening~~ screens the content at the ~~real place~~ physical location, the payment based on the viewing history information ~~including the second content information and indicating the history of the user viewing the content on the terminal of the user and based on the first content information of the content to be screened for the user at the real place; and~~

providing the payment from the user to the content supplier that screens the content at the physical location.

Claim 16 (Currently Amended): A content information processing apparatus comprising:

a first storage unit ~~device~~ configured to store ~~first~~ content information regarding content ~~to be screened for a user at a real place,~~ physical location and content supplier information regarding a content supplier that ~~supplies the content for screening~~ screens the content at the ~~real place~~ physical location;

~~a viewing information processor unit configured to specify second content information of the content distributed to a terminal of the user via a network, the terminal configured to allow the user to view the content;~~

a distributing unit configured to distribute the content to a terminal of the user via a network, the terminal being at a different location than the physical location and configured to allow the user to view the content;

a viewing history storage unit ~~device~~ configured to store viewing history information including an indication that the user has viewed the content on the terminal; ~~at least the second content information and indicating a history of the user viewing the content on the terminal of the user; and~~

~~an incentive processing unit configured to extract the second content information of the content distributed to the terminal of the user from the viewing history information, specify that the content supplier is associated with the extracted second content information, and~~

a calculating unit configured to calculate a payment to the content supplier that supplies the content for screening screens the content at the physical location, the payment based on the viewing history information including the second content information and indicating the history of the user viewing the content on the terminal of the user and based on the first content information of the content to be screened for the user at the real place; and

a payment processing unit configured to provide the payment from the user to the content supplier that screens the content at the physical location.

Claim 17 (Currently Amended): The content information processing apparatus according to Claim 1, wherein

the viewing history information includes a number of times the user views the content using the terminal of the user, and

~~the incentive means calculates the payment to the content supplier based on the viewing history information including the number of times the user views the content using the terminal of the user.~~

Claim 18 (Currently Amended): The content information processing apparatus according to Claim 1, further comprising:

second ~~incentive~~ calculating means for calculating a second payment to another content supplier that supplies the content ~~to be~~ screened at a second ~~real place~~ physical location.

Claim 19 (Currently Amended): The content information processing apparatus according to Claim 18, wherein the second ~~incentive~~ calculating means calculates the payment to the another content supplier based on attendance at the ~~real place~~ physical location, attendance at the second ~~real place~~ physical location, and a number of screening days.

Claim 20 (New): The content information processing apparatus according to Claim 1, further comprising incentive means for providing an incentive to the user to view other content on the terminal of the user or to visit the physical location.